

WFLX

ORDER

Print Date 09/20/12 Page 1 of 2

Flight Dates 09/25/12-10/01/12

Order Sep 00:15:00

Contract / Revision 823927 /

Original Date / Revision
09/20/12 09/20/12

Advertiser Negron, Joe/R/FL Senate 32

Agency **Mentzer Media Services**

Buying Contact

**600 Farimont Avenue
Suite 306
Towson, MD 21286**

Product

Negron for FL Senate

Agency Com 15%

Billing Contact

**600 Farimont Avenue
Suite 306
Towson, MD 21286**

Sales Office H-DC

Sales Region National

Agency Ref

Estimate # 493

Alt Order # 06325896

Billing Type Cash

Order Type	Political
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Billing Cycle	EOM/EOC
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Billing Calendar BROADCAST

Demographic A35-54

Rev Codes	Agency	Political	Pol-Candid
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Product Codes PL610

Priority P 2

Advertiser Ref

Primary Account Executive
Will Hilderbrandt

Account Executive	Order%	Start Date	End Date
Will Hilderbrandt	100%		

Order Share %	Market Value
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Competing Station	% of Order	Amount
DFLX	%	
WFGC	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPTV	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

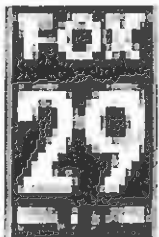
Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	8	\$3,952.50	\$4,650.00	0.00
October 2012	1	\$446.25	\$525.00	0.00
Totals	9	\$4,398.75	\$5,175.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/30/12	8	\$3,952.50	\$4,650.00
10/01/12	10/01/12	1	\$446.25	\$525.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WFLX	09/30/12	09/30/12	FOX News Sunday FOX NEWS SUNDAY	Comm	9-10A	-----1	:30	1	\$75.00	P 2	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/24/12	09/30/12	-----1		1		\$75.00		0.00					
E 2	WFLX	09/30/12	09/30/12	NFL on Fox Game 1 NFL ON FOX	Comm	1-425P	-----1	:30	1	\$1,425.00	P 2	0.00	NM	1	\$1,425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/24/12	09/30/12	-----1		1		\$1,425.00		0.00					
E 3	WFLX	09/25/12	09/30/12	Late News M-Sun TEN O'CLOCK NEWS	Comm	10-11P	-TWTFSS	:30	6	\$525.00	P 2	0.00	NM	6	\$3,150.00



WFLX

Print Date: 09/20/12

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Contract / Revision 823927 Flight Dates 09/25/12-10/01/12

Hiatus Dates

Original Date / Revision 09/20/12/ 09/20/12

Order Sep 00:15:00

Advertiser Negron, Joe/R/FL Senate 3; Product Negron for FL Senate

Estimate # 493

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 3	WFLX	09/25/12	09/30/12	Late News M-Sun TEN O'CLOCK NEWS	Comm	10-11P	-TWTFSS	:30	6	\$525.00	P 2	0.00	NM	6	\$3,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-TWTFSS					6	\$525.00		0.00			
E 4	WFLX	10/01/12	10/01/12	Late News M-Sun TEN O'CLOCK NEWS	Comm	10-11P	1-----	:30	1	\$525.00	P 2	0.00	NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	1-----					1	\$525.00		0.00			
Totals														9	\$5,175.00

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐

FEDERAL CANDIDATE

☒

STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

WFLX-TV

Date:

9/20/12

I, David Grill,being/on behalf of: Joe Negron, a legallyqualified candidate of the Republican politicalparty for the office of: State Senatein the Generalelection to be held on: November 6, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	VARIES	WFLX #823927			
	9/25	-10/1		1	

Total Charges: \$

5,175

GROSS

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

JOE NEGRON FOR FLORIDA SENATE

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Kevin Youngblood

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

5/24/12 [Signature]
Date Signature

To Be Signed By Station Representative

☒ Accepted ☐ Accepted in Part ☐ Rejected

[Signature] John Harrison GM
Signature Printed Name Title



**PAID POLITICAL
BROADCAST AVAIL REQUEST**

TO:	John Heislman	STATION:	WFLX
FROM:	Will Hildebrandt	HRP OFFICE:	Washington DC

REQUEST RECEIVED FROM

DATE: 9/18/12

BUYER:	Stephanie Kohlbauer
AGENCY:	Mentzer Media
ADDRESS:	600 Fairmount Avenue Towson, MD 21286
PHONE #:	410 825 7034
FAX #:	410 583 2322
OTHER:	

AVAILS FOR

COMMITTEE:	Joe Negron for Florida Senate
CHAIRPERSON:	Kevin Youngblood
TREASURER:	
ADDRESS:	PO Box 1816 Stuart, FL 34995
PHONE #:	772 287 6055
FAX #:	
OTHER:	

FOR

CANDIDATE:	Joe Negron
OFFICE:	St. Senate
PARTY:	Republican

DAYPARTS:	ALL
SCHEDULE DATES:	As Ordered
COMMERICAL LENGTH:	:30'S
PROGRAMS:	ALL
PLEASE ADVISE IF THERE ARE RESTRICTIONS ON ANY OF THE ABOVE	